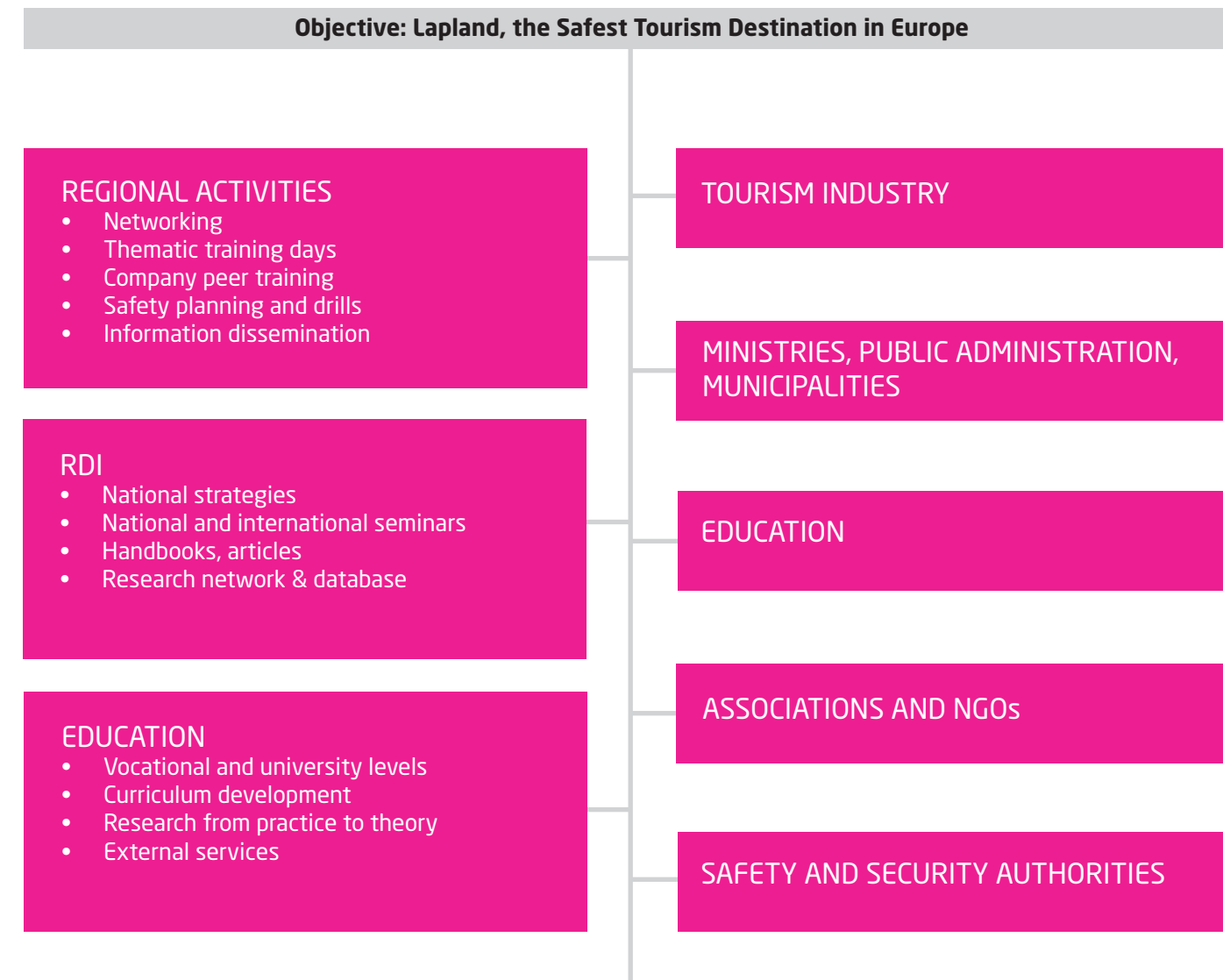


TOURISM SAFETY AND SECURITY

OPERATIONAL MODEL OF TOURISM SAFETY AND SECURITY



TOURISM SAFETY AND SECURITY SYSTEM IN LAPLAND

NATIONAL CODE OF CONDUCT FOR TOURISM INDUSTRY

Tourism Safety and Security System (TSSS) was launched in 2009 and is carried out during 2009-2013 by several EU-funded subprojects. This system has created an intensive public-private network amongst tourism safety stakeholders. TSSS has developed a systemic approach of tourism safety that is unique in Europe. The system creates tools for crisis communication, safety management, risk management, foresight, and quality. TSSS has been nationally evaluated and awarded in Finland.

CRISIS COMMUNICATION
SAFETY MANAGEMENT
RISK MANAGEMENT
NETWORKS
FORESIGHT
QUALITY

MULTIDIMENSIONAL TOURISM INSTITUTE - THE STRATEGY TREE

The Multidimensional Tourism Institute (MTI) is the number one tourism expert in the Arctic region. We depict ourselves as a vital birch that thrives in the Arctic region. Our values form the roots of the tree on which we base all our work: we aim for economical, ecological, social, political, and cultural responsibility. Responsibility for us is to enhance the vitality and well-being of society and staff whilst respecting and highlighting equality amongst different stakeholder groups.

The trunk of our tree is hospitality in an arctic manner: we aim to act with passion and appreciate the chosen vocation, emphasizing the distinct features of *Arctic hospitality*, and to teach this way of work to our students.

The multiple dimensions of our research, education and service activities are pictured with the branches of the tree reaching in multiple directions to different audiences both on national and international levels. We focus our activities especially on *event management* and *anticipatory service design*. MTI explores and creates operative and strategic expertise in event management for the benefit of society. Anticipatory service design by MTI creates knowledge, practices and skills, which support a fair society and industries' customer-focused and viable operations now and in the future. Creating the tourism safety and security system is one example of both event management and anticipatory service design.

Event management

Anticipatory Service Design

**ALL EDUCATIONAL LEVELS:
RESEARCH, EDUCATION, R&D&I ACTIVITIES**

Economical, ecological, social, political, cultural responsibility

UNIQUE EXPERTISE IN TOURISM

Tourism carries within it an opportunity to act as a catalyst for economic growth and employment in many parts of the world. Tourism is also an increasingly important aspect of modern life for citizens of the world, due to enhanced mobility for leisure or business purposes.

The Multidimensional Tourism Institute (MTI) is a unique community of expertise in tourism. The institute combines all levels of tourism education as well as innovative research, development and innovation (RD&I) activities. MTI comprises tourism research of the University of Lapland; the field of tourism and hospitality management at Rovaniemi University of Applied Sciences; and vocational education at Lapland Tourism College.

Our name, the Multidimensional Tourism Institute, underlines our multidisciplinary approach, our innovative cooperation amongst all educational levels, and the tangible benefit for businesses and other stakeholders locally and globally in tourism and hospitality industries.

By increasing cooperation amongst different educational levels, MTI creates new, flexible learning pathways and ensures that the skills achieved match the needs of the working life in the best possible way.

Our RD&I work aims at creating new kinds of innovation chains and solutions. Our goal is to foster excellence and expertise, to nurture cooperation amongst universities, and other educational institutions, between research processes and businesses. We are committed to enhance cross-border cooperation especially in the Arctic regions of the world.

Due to its location and strategic aims, MTI, as the northernmost tourism institute of the EU, has great potentials to understand trends and possibilities in arctic tourism. MTI has through its host institutions joined a tradition of international cooperation, with a range of strong international partners.

Furthermore, tourism as a global business requires global understanding concerning its opportunities and challenges. The top-level tourism research conducted at MTI is reciprocally utilising global theories to enhance local livelihood whilst simultaneously acting as benchmarks for comparable stakeholders in other parts of the world.

CONTACTS

Multidimensional Tourism Institute

Project Manager
Eija Raasakka
Tourism Safety and Security System in Lapland
Tel. +358 20 798 5743
eija.raasakka@ramk.fi

Project Manager
Pekka Iivari
Tourism Safety and Security System in Lapland
Tel. + 358 20 798 5438
pekka.iivari@ramk.fi

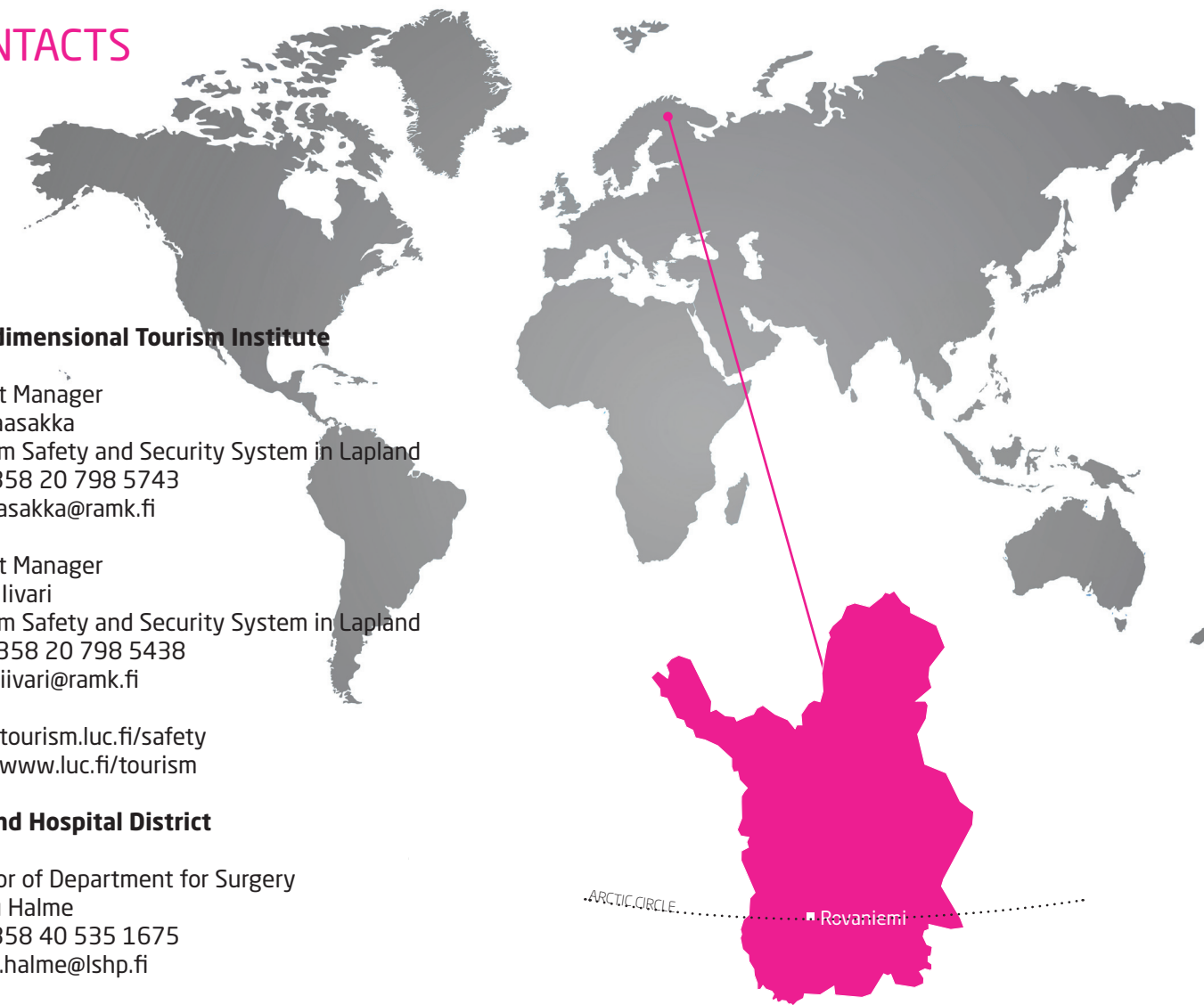
<http://tourism.luc.fi/safety>
<http://www.luc.fi/tourism>

Lapland Hospital District

Director of Department for Surgery
Hannu Halme
Tel. +358 40 535 1675
hannu.halme@lshp.fi

Regional State Administrative Agency

Chief Rescue Inspector
Seppo Lehto
Tel. +358 400 695 093
seppo.lehto@avi.fi



<http://tourism.luc.fi/safety>

European Dimension on TOURISM SAFETY AND SECURITY



MULTIDIMENSIONAL TOURISM INSTITUTE